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# Eastern Tropical Pacific Seascape Training

## Module 9:

# MARKETING & REVENUE GENERATION

National Park Service  
U.S. Department of the Interior



Channel Islands

National Park  
California



# Today's Outline

**Product development & marketing (1 hr)**

**Market demand & size**

**Understanding tourist types**

**Advertising to tourists**

**"Branding" exercise (1 hr)**

**Revenue generation (1 hr)**

**Ways to collect revenue**

**What to do with it**

**FIELD TRIP - afternoon**

# Market Demand

1. What are the major attractions of your MPA?
2. How big is the market?
  - How many tourists currently visit?
  - How many might visit in the future?
  - How many visit nearby areas?
  - How many visit similar areas in other countries?

# Sources of information on market demand

**Travel offices - local, regional, national, international**

*Look for trends: increases & decreases*

**How many tourists currently come to the area?**

- hotel, campground occupancy
- event attendance
- local attraction attendance
- traffic data
- air, train, bus, ferry data



## **Four classes of visits:**

- 1. "Pass through"**  
On their way to somewhere else  
Generally only stay overnight
- 2. Visiting family & friends**  
May stay a long time
- 3. Touring**  
spontaneous, unplanned, "exploring"  
Hop from place to place  
May spend 1-3 nights in one place
- 4. Destination**  
picked the destination in advance  
often use tour operators & advertising

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# Understanding different types of tourists



# Different tourists want different things!

## Visitor expectations in different target markets

### Casual or popular wildlife viewer

- ♦ Day-tripper, as part of a tour program, or just fun seeker
- ♦ Stays at comfortable resort or hotel in vicinity
- ♦ Wants "spectacular encounters" with wild animals without too much 'sweat' and inconveniences

### Serious nature observer

- ♦ Spends unhurried periods of time in areas of unspoiled wilderness
- ♦ Accepts simple facilities and inconveniences in intact and remote environments
- ♦ More appreciative of the whole ecosystem and less spectacular species and observations
- ♦ Serious interest in education and interpretation
- ♦ Part-time scientists

Source: Hüttche (1998a)





# **Who are the tourists currently coming to visit your area?**

**Visitor surveys & other methods of gathering information**

**Information to look for:**

**Demographics - age, gender, education, nationality**

**Purpose of trip**

**Travel motivations**

**Experiences & knowledge sought**

**Services purchased**

**Travel behavior - group size, transport, etc.**

**Overall satisfaction**

## **Discussion: Who are your tourists?**

**What is your impression of the typical tourist in your area?**

**What has been your most memorable interaction with a tourist?**

**What is the most common type of tourist?**

**What is the most unusual type of tourist?**

**Who are the most knowledgeable tourists? The least?**

**Do you know where they are from, why they have come, what they are looking for, and how much they spend?**

**Do you think your impressions are accurate?**



# Understanding international tourists

*Major sources of tourists for the ETPS:*

**From North America:**

the United States & Canada

**From Europe:**

Germany, France, Italy, Spain, England

**From nearby countries:**

Honduras, Costa Rica, Guatemala, Panama

**From Asia:**

Japan, China

## **Example: United States tourists**

**"Backpackers"** - college students; limited income; often cannot afford high fees, but love exciting activities; often interested in volunteering

**"Baby boomers"** - spend more; stay in hotels & motels; may take short trips (U.S. employers give very limited vacation time); often take weekend trips

**Mature tourists** - take longer trips; market size is increasing (as baby boomers age)

### **Specific interests:**

- garden/botanical tours
- travel to learn or improve a sport or hobby
- volunteer tourism
- shopping
- cultural/historical

# Advertising: Where do tourists get information?

## Information Sources (1999)

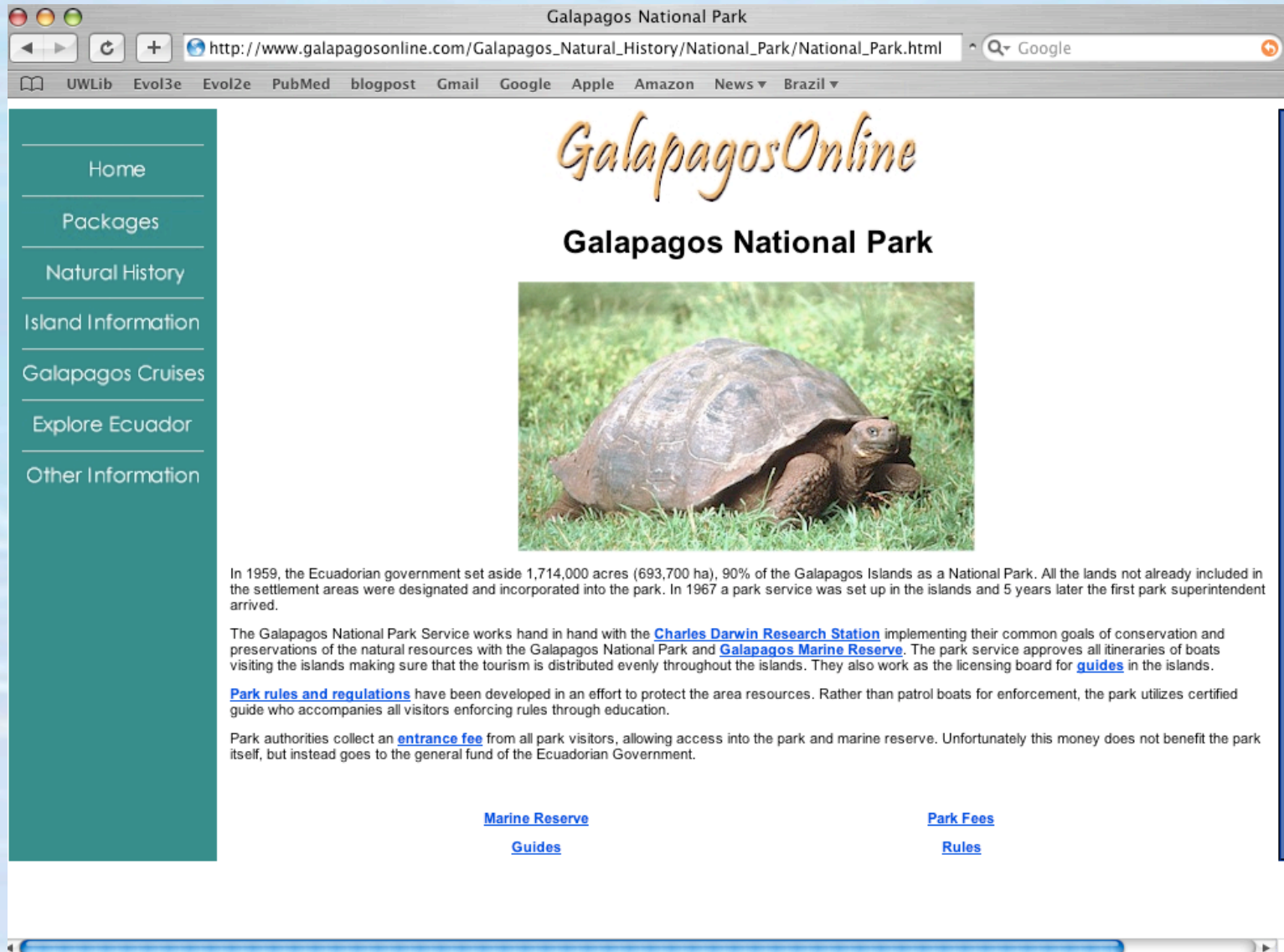
	Eco-Tourists	Nature Tourists	All Travelers
Airline Directly	24%	26%	24%
Corporate Travel Dept.	2%	2%	10%
Internet	36%	31%	16%
Word-of-Mouth	22%	24%	16%
In-Flight Information	2%	1%	1%
National Tourist Offices	2%	1%	0.4%
Rented Auto	4%	5%	2%
Newspapers/Magazines	8%	7%	3%
State/City Travel Office	1%	3%	2%
Tour Company	17%	10%	4%
Travel Agency	55%	53%	54%
Travel Guides	18%	14%	6%
TV/Radio	1%	1%	0.6%

(Source: WTO, U.S. Ecotourism Market, p. 51)

## Crucial information sources for tourists:

1. Word-of-mouth from family & friends
2. Tour operators, tour agents, travel offices, & travel books
3. Internet - augments the other sources:
  - "Internet word-of-mouth": Increasingly, tourists discover other tourists' websites of travel journals, photos, recommendations, etc.
  - Internet contact with tour operators, etc.
  - Direct contact with MPA websites - usually after having heard of it on some other website.
4. Airline - particularly **airline magazines** read in flight

# Using the internet





# Volunteer tourism: Earthwatch



*Sea turtle research - Caribbean*



*Jaguar research - Pantanal, Brazil*

Earthwatch currently runs 20 South American tours for “**research volunteers**”. Nine are in the Pantanal of Brazil & just one is in the ETPS (Galapagos).

## Exercise: "Branding" your MPA

**Goal: develop a distinctive & memorable image of your MPA to use in advertising to tourists**



*What are voluntary initiatives?*

**Key elements:**

- **Commitment**
- **Content**
- **Cooperation**
- **Checking**
- **Communication**



# Certification programs & ecolabels

The 'eco-tick' assurance for:

- ✓ Operators
- ✓ Local Communities
- ✓ Protected Area Managers
- ✓ Travellers



# Why certify?

**Benefits - *Environment, Government, Local Communities, Businesses, and...Visitors***





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# Problem: Too many certifiers!

The 'eco-tick' assurance for:

- ✓ Operators
- ✓ Local Communities
- ✓ Protected Area Managers
- ✓ Travellers



SUSTAINABLE TRAVEL  
INTERNATIONAL™



## **Solution: Consistent standards**

### **STSC: Sustainable Tourism Stewardship Council**

#### **Ultimate goal:**

STSC will “certify the certifiers” & develop consistent standards for all member programs

**Phase 1: STCNA** (Sustainable Tourism Certification Network of the Americas) - now in operation!

## **Certifications available to ETPS members**

- **Best Management Practices for Sustainable Tourism**
- **Sustainable Tourism Stewardship Council**
- **Mohonk Agreement**
- **Sustainable Tourism Certification Network of the Americas**
- **Certification Programs Worldwide**
- **For Savvy Tour Operators**

***(See Rainforest Alliance for further information.)***

## Case study: SmartVoyager, Galapagos

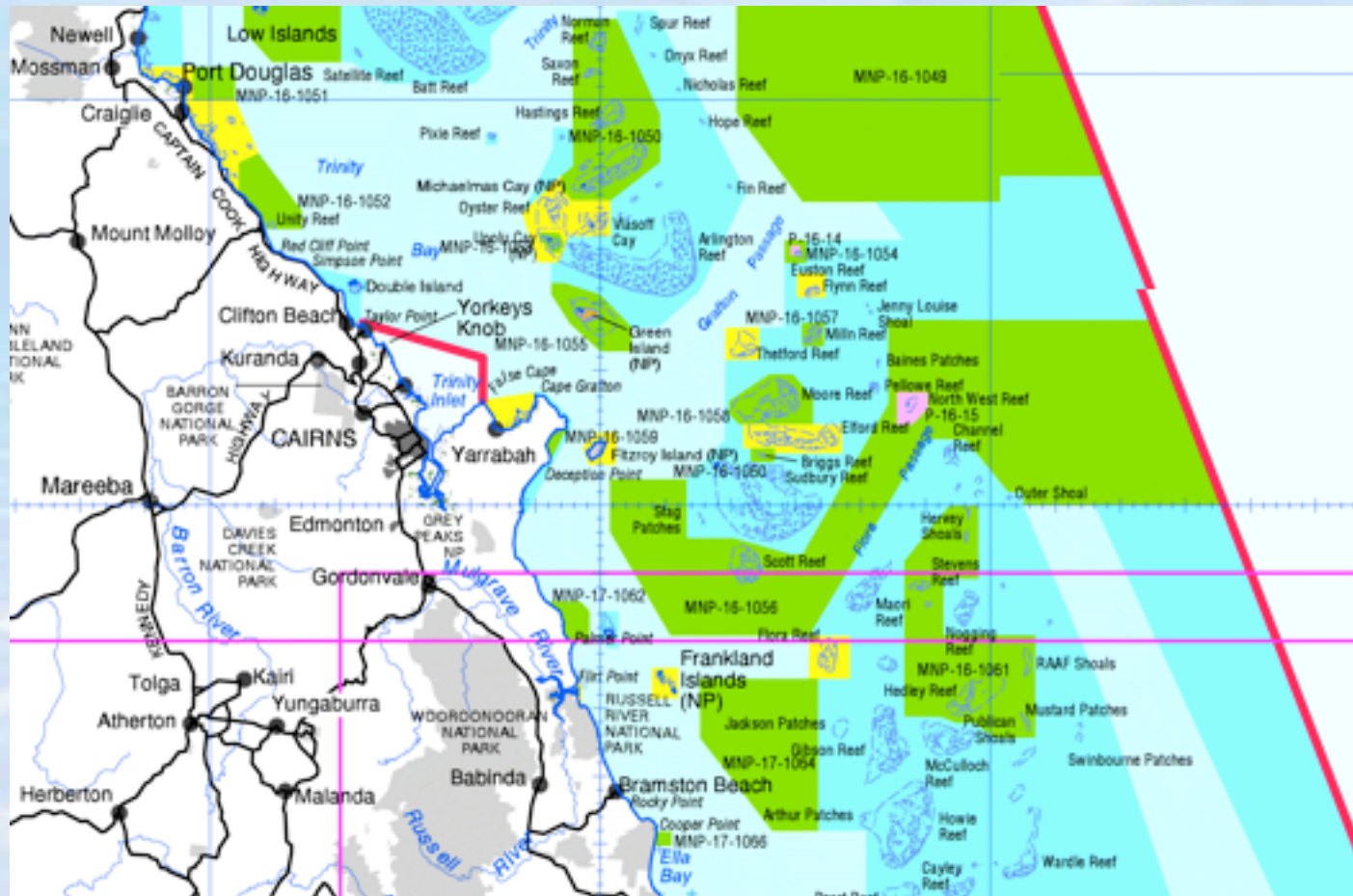


*Lesson: reach out to small tour operators*



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## Case study: Australia

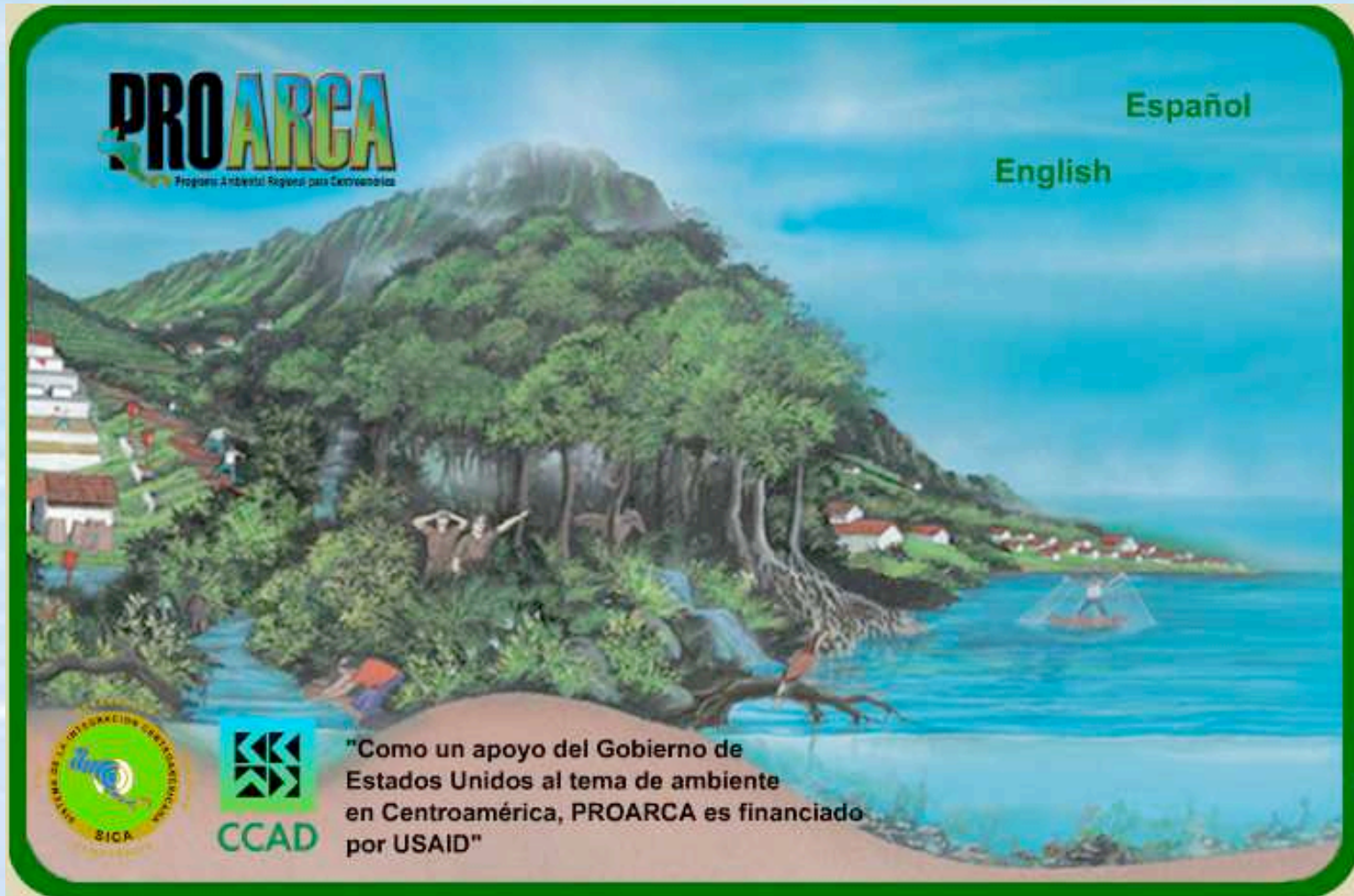




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# Case study: Proarca



## Case study: Costa Rica



Photo by C. Wille/Rainforest Alliance

## Case study: BioItza, Guatemala

### BIOITZA COMMUNITY

- The only indigenous group originally from Peten Guatemala.
- They live by the Peten Itza lake in the buffer zone of the Maya Biosphere
- 80 families are the beneficiaries
- The forest is their principal cultural base





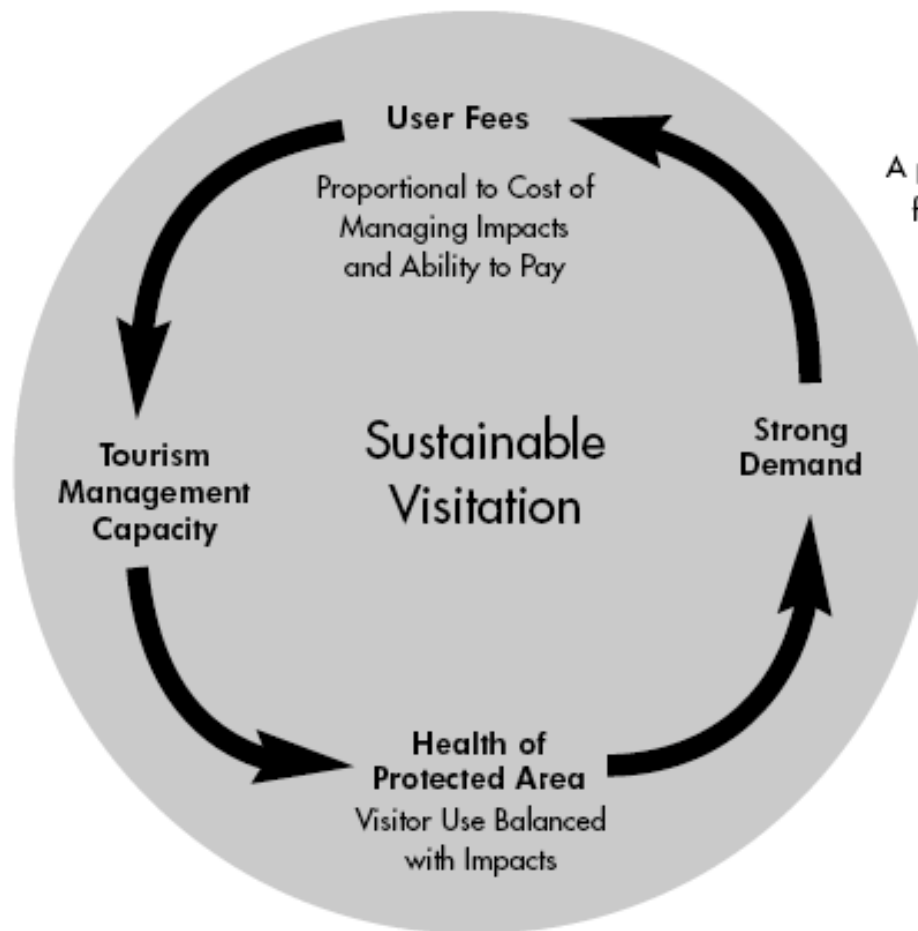
## Discussion: Certifying your MPA

Should your MPA join a certification program?





# REVENUE FROM TOURISM



A positive feedback loop should exist between user fee levels, demand and the health of the protected area ecosystem. Tourism revenues should respond to demand and should possibly be used to limit demand in situations where over-visitation is a threat to biodiversity. Income generated from fees should be invested primarily in ensuring tourism's sustainability at the site visited.

# Income-generating mechanisms

**Table 4.1 Types of Fees and Charges in Protected Areas**

Fee type	Description
Entrance fees	Allows access to points beyond the entry gate.
Admission fees	Collected for use of a facility or special activity, e.g., museum or photography class.
User fees	Fees paid by visitors to use facilities within the protected area, e.g., parking, camping, visitor centers, boat use, shelter use, etc.
Licenses and permits	For private tourism firms to operate on protected area property, e.g., tour operators, guides, transport providers and other users.
Royalties and sales revenue	Monies from sales of souvenirs.
Concession fees	Charges or revenue shares paid by concessionaires that provide services to protected area visitors, e.g., souvenir shops.
Taxes	Such as on hotel rooms, airport use and vehicles.
Leases and rent fees	Charges for renting or leasing park property or equipment.
Voluntary donations	Includes cash, 'in-kind' gifts and labor, often received through 'friends of the park' groups.

source: Brown, 2001

# 1. Entrance fees

**Table 4.2 Entrance Fees to Protected Areas Managed by the Belize Audubon Society**

Protected area	Hectares	Entrance fees (US\$)	
		Belizean Citizens	Foreigners
Guanacaste National Park	20	0.50	2.55
Blue Hole National Park	232	1.00	4.00
Crooked Tree Wildlife Sanctuary	6,475	1.00	4.00
Cockscomb Basin Wildlife Sanctuary	41,278	1.25	5.00
Half Moon Caye National Monument	3,925	1.25	5.00
Tapir Mountain Nature Reserve	2,728	no access	no access
Shipstern Nature Reserve	8,903	1.00	5.00

source: Brown, 2001

## Entrance fees, continued

**Table 4.3 Entrance Fees for the Galapagos National Park, Ecuador**

Category	Amount in US\$
Foreign tourist (non-resident)	100
Foreign tourist under 12 years	50
Foreign tourist of a member country of the Andean Community or Mercosur	50
Foreign tourist of a member country of the Andean Community or Mercosur under 12 years	25
Citizen or resident of Ecuador	6
Citizen or resident of Ecuador under 12 years	3
Foreign tourist non-resident attending a national academic institution	25
National or foreign children under 2 years	No fee

source: Government of Ecuador, 1998



# Entrance fees, continued

**Table 4.4 Visitor Entrance Fees for Kenya's National Parks**

	Non Residents (US\$ per day)	Kenya Residents (Kshs per day) **	Kenya Citizens (Kshs per day)**
<b>Category A: Aberdares, Amboseli &amp; Lake Nakuru</b>			
Adults	27	500	100
Children (from 3 to 18 years)	10	50	50
Student and organized groups*	10	50	50
<b>Category B: Tsavo East &amp; Tsavo West</b>			
Adults	23	200	100
Children (from 3 to 18 years)	8	50	50
Student and organized groups*	10	50	50
<b>Category C: Nairobi, Shimba Hills &amp; Meru</b>			
Adults	20	150	100
Children (from 3 to 18 years)	5	50	50
Student and organized groups*	10	50	50
<b>Category D: All other parks</b>			
Adults	15	100	100
Children (from 3 to 18 years)	5	50	50
Student and organized groups*	5	50	50

\* Includes students over 18 years and adults from educational, conservation and civic institutions.

\*\*70 Ksh = US\$1

source: Kenya Wildlife Service, 2001

## Setting fee levels

1. Willingness to pay
2. Comparison of fees at similar sites
3. Cover your costs

**Remember... your goal is conservation**

## Other sources of revenue:

- Admission fees
- User fees
- Licenses/permits - e.g. fishing
- Sales
- Concessions

*Which methods does your MPA use?*

# Considerations when collecting revenue

1. **Cost/benefit** - Will it be "worth it" for your MPA?
2. **Quality** - Charge the visitor a fair price for services offered
3. **Safety** for park staff who are collecting cash
4. **Accounting**
  - Need to know exactly how much each activity produces
  - Need *transparency* and *clarity* to avoid fund mismanagement & retain public trust & support.



## Revenue distribution

**How much of the revenue will be returned to the MPA?**

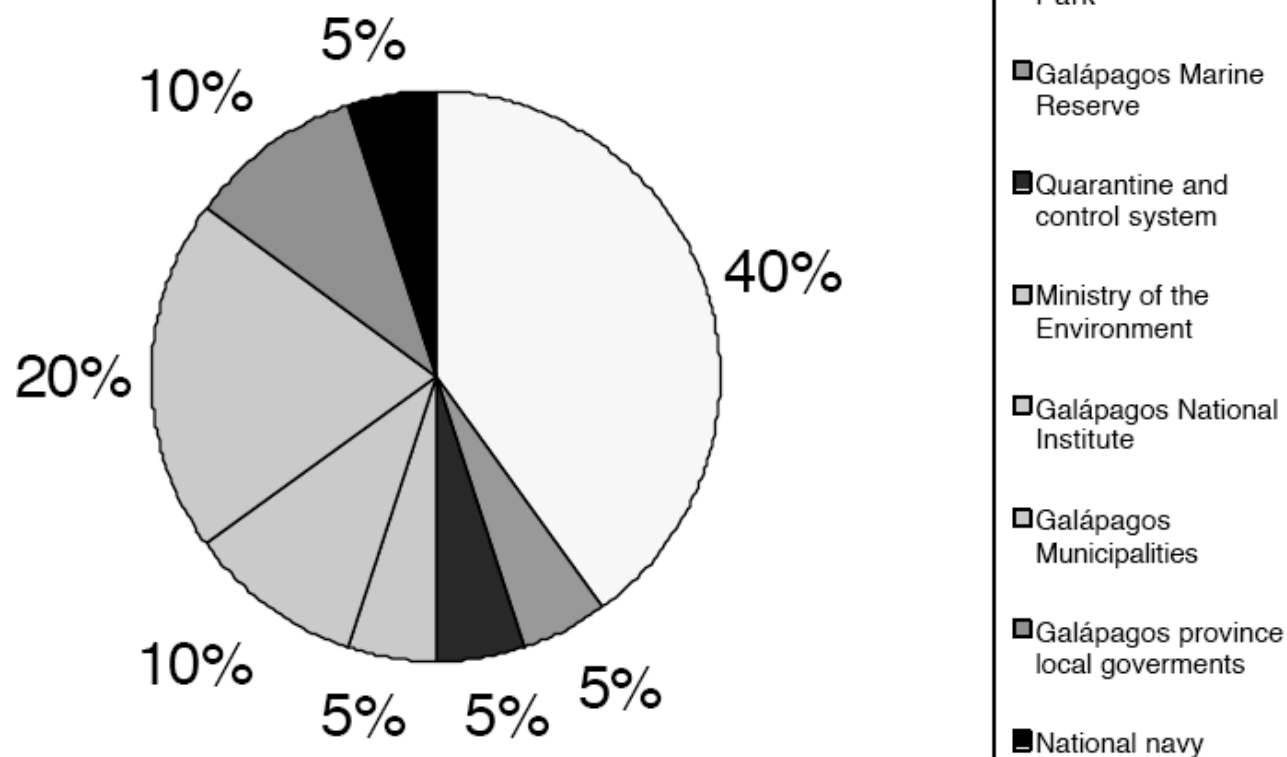
- **MPA staff will be more enthusiastic about collecting revenue if some is returned to the MPA.**
- **It may be necessary to lobby government to earmark a portion of revenue for the MPA.**

## **Conservation benefits of tourism revenue:**

- **Funding for biodiversity conservation projects**
- **Political justification for the protected area**
- **Economic alternatives for local people**
- **Constituency building**
- **Encourages private biodiversity conservation efforts**

# Galapagos National Park

Figure 3 Distribution of entrance fee revenue



Source: Government of Ecuador, 1998

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# Islas del Golfo, Mexico

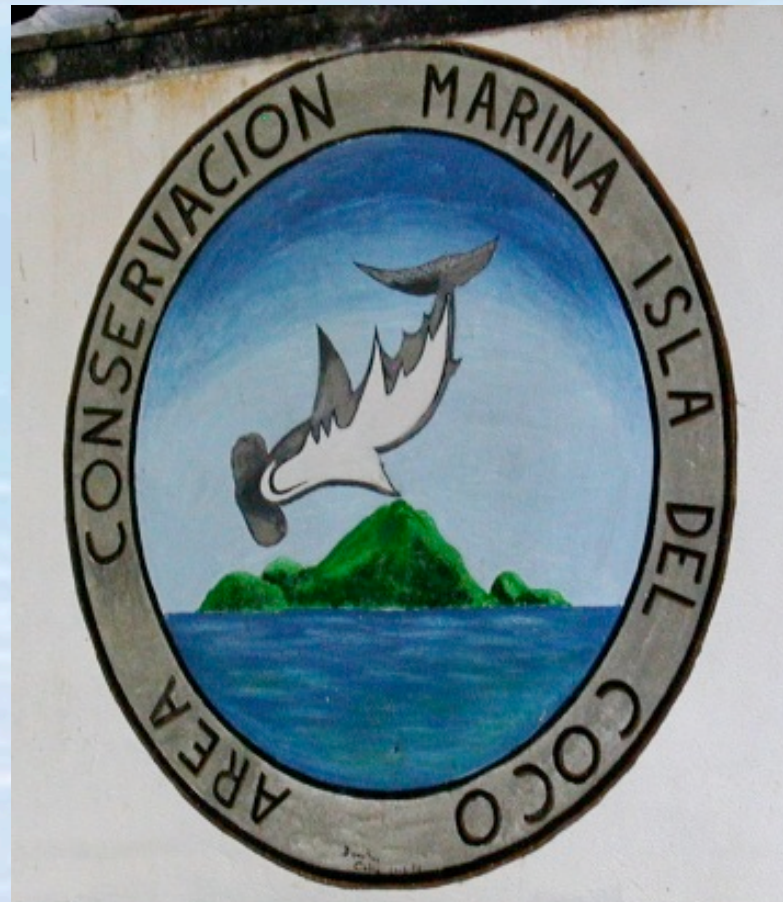




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## Exercise: Revenue Plan for your MPA



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## Review & next steps

